

Bleach in the United Kingdom

February 2025

Table of Contents

Bleach in the United Kingdom - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand for bleach continues to fall in 2024

Consumers continue to move away from bleach, opting for alternative products

Domestos remains the brand leader in bleach

PROSPECTS AND OPPORTUNITIES

Demand for bleach will continue to drop across the forecast period

Lack of innovation likely

Supermarkets will remain the most important distribution channel for bleach

CATEGORY DATA

Table 1 - Sales of Bleach: Value 2019-2024

Table 2 - Sales of Bleach: % Value Growth 2019-2024

Table 3 - NBO Company Shares of Bleach: % Value 2020-2024

Table 4 - LBN Brand Shares of Bleach: % Value 2021-2024

Table 5 - Forecast Sales of Bleach: Value 2024-2029

Table 6 - Forecast Sales of Bleach: % Value Growth 2024-2029

Home Care in the United Kingdom - Industry Overview

EXECUTIVE SUMMARY

Home care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 7 - Households 2019-2024

MARKET DATA

Table 8 - Sales of Home Care by Category: Value 2019-2024

Table 9 - Sales of Home Care by Category: % Value Growth 2019-2024

Table 10 - NBO Company Shares of Home Care: % Value 2020-2024

Table 11 - LBN Brand Shares of Home Care: % Value 2021-2024

Table 12 - Penetration of Private Label in Home Care by Category: % Value 2019-2024

Table 13 - Distribution of Home Care by Format: % Value 2019-2024

Table 14 - Distribution of Home Care by Format and Category: % Value 2024

Table 15 - Forecast Sales of Home Care by Category: Value 2024-2029

Table 16 - Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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